

#75207068

BUSINESS OPPORTUNITY

Q.2A MAIN IDEA

2/(12-13) – (30-31)

Increases Income (Net)

- (12-13) 01 How to earn money/increase your income/make money
- 02 Can make money in your spare time
- 03 Supplementary income/extra money
- 04 Increase your income by \$2300 - \$2500 a month
- 05 Can increase your income by \$2000
- 06 Earn \$1200 - \$3600 a month
- 07 Can make a lot of money
- 08 Earn \$2200 - \$2600 a month
- 09 You make \$2400 a month
- 10
- 11
- 12
- 13 All other Increases Income mentions

Business Opportunity (Net)

- 14 Start/own your own business
- 15 Business proposal/entrepreneurial opportunity
- 16
- 17
- 18 All other Business Opportunity mentions

Little Effort (Net)

- 19 Fast/quick/make money in a short time
- 20 Easy way to make money
- 21 Little money down
- 22 Not a lot of effort
- 23
- 24
- 25 All other Little Effort (Net)

Phone Card (Net)

- 26 Phone card sales
- 27 Phone cards
- 28 Phone cards in vending machines
- 29 100 minutes pre-paid timing
- 30
- 31
- 32 All other Phone Card mentions

Vending Machine (Net)

- 33 Vending Solutions
- 34 Trying to get you in vending machine business
- 35 Can put the vending machines anywhere
- 36 Invest in their vending machine business
- 37 You can make money off a vending machine
- 38
- 39 All other Vending Machine mentions

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Q.2A **MAIN IDEA (Cont.)**
2/(12-13) – (30-31)

Testimonials (Net)

- (12-13) 40 Examples/people telling how much they made
41 People pleased with results/thanking them
42
43
44 All other Testimonial mentions

Product Information (Net)

- 45 800 number
46 Web address
47
48
49 All other Product Information mentions

Miscellaneous

- 50 New way to make money/new business opportunity
51 Results not typical
52
53
54
55 All other miscellaneous mentions
56 Don't know

CHOLESTEROL STUDY

Q2A MAIN IDEA
2(12-13) – (30-31)

Lowers Cholesterol (Net)

- (12-13) 01 Helps to lower cholesterol/lowers cholesterol
02 Lowers cholesterol without a prescription/prescription drug
03 Drastically/significantly lowers cholesterol without a prescription
04 Lower cholesterol with CardioGuard
05 Lowers cholesterol by 60%
06 Lowers cholesterol 60 points
07 Lower cholesterol by 30-40-50-70 points
08 Safe way to lower cholesterol
09
10 All other Lowers Cholesterol mentions

Testimonials (Net)

- 11 Testimonials/examples of people who lowered cholesterol with this product
12 Consumers thankful for/satisfied with product and results
13 Worked for others
14
15
16 All other Testimonial mentions

Efficacy (Net)

- 17 Works over a short period of time/fast
18 Effective
19 It's healthy/Keep you from heart attacks
20 Results were not typical
21 All other Efficacy mentions

Product Information (Net)

- 22 Has a website
23 Gave an 800 number
24
25
26 All other Product Information mentions

Natural (Net)

- 27 Homeopathic type
28 More herbal
29 Derived from natural products
30 All natural
31
32 All other natural mentions

Miscellaneous

- 33 All other Miscellaneous mentions
34 Take a pill/Red pills
35 It's a new product/New way to lower cholesterol
36 Good product
37 Helps you to lose weight
38 Don't know

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WEIGHTGUARD

Q.2A MAIN IDEA
2/(12-13) – (30-31)

Weight Loss (Net)

- (12-13) 01 Lose weight/a weight loss product
02 Lose weight in a short amount of time
03 Lose weight in 3 months
04 Weight loss in 90 days or less
05 Rapid weight loss in a short time
06 Lose a lot of weight in a short time
07 Can lose 10 pounds in 3 months
08 Lose certain amount of pounds -30-50-70 pounds
09
10
11 All other Weight Loss mentions

Testimonials (Net)

- 12 A lot of people lost weight/been successful this way
13 Lots of satisfied customers/happy people
14 It works/is effective
15 Proven to work
16 Testimonials
17 People thanking WeightGuard
18 Mostly women listed
19
20
21
22 All other Testimonial mentions

Efficacy (Net)

- 23 Results not typical
24 May not work for everyone
25 Fast/works quickly
26 Easy way
27
28
29 All other Efficacy mentions

Product Information (Net)

- 30 800 phone number
31 Website
32
33
34 All other Product Information mentions

Miscellaneous

- 35 New product/program/way to lose weight
36 New weight loss center
37 Picture of Doctor's scale
38 To join them
39 No prescription
40 Safe product/Safe weight loss
41
42 All other miscellaneous mentions

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Q.3a/3b

- 1a. **Reported one or more numbers and did not mention that results not typical/not relevant to new users/not likely to have similar results or similar language (subnet)**

(33-34)/

(53-54)

- 01 Reported only one number
- 02 Reported two numbers
- 03 Reported three or more numbers

- 1b. **Reported one or more numbers and mentioned that results not typical /not relevant to new users/not likely to have similar results or similar language (subnet)**

- 04 Reported only one number
- 05 Reported two numbers
- 06 Reported three or more numbers

- 07 Did not report one or more numbers